# CONSUMER TIME

## FRESH, FROZEN, AND CANNED CITRUS JUICE

NETWOTK: NBC DATE: November 2, 1946

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN THE TILL

2. ANNCR: It's CONSUMER TIME !

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations, make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. And here are your inquiring consumers...Mrs. Freyman and Johnny.

5. JO BERTA (ABOUT 11 YEARS OLD) George.....hurry up. You're so slow. It never takes that long when it's my turn to get breakfast.

6. GEORGE: (ABOUT 15) That's 'cause I'm more thorough....sister mine. Besides it takes time to aerate this canned orange juice.

7. SOUND: POURING LIQUID BACK AND FORTH FROM ONE GLASS TO ANOTHER. KEEP IT IN BACKGROUND.

8. JO BERTA: You and your aerating. Hurry up.....I'm hungry.

9. GRORGE: Get hep, Jo Berta. I don't serve the orange juice until everybody's sitting down at the table.

10. JO BERTA: Well Why Not?

11. GEORGE: Because it takes time to get the air back into the canned juice.

12. JO BERTA: (DISGUSTED) Oh George.

13. GEORGE: I'm telling you it tasts more like fresh orange juice..... when you pour it back and forth.

14. JO BERTA: (Chimes in with him,).....back and forth....back and forth. I think you just use that aerating business as a cover-up .....because you're too lazy to squeeze fresh oranges.

15. GRORGE: Do I tell you how to get breakfast, when it's your turn?

16. JO BERTA: You tell me how to do everything.

17. GEORGE: Don't change the subject. Besides...you admitted you liked the canned orange juice almost as much as the fresh...after it was aerated.

18. JOE BERTA: Yes... .....but I still think you're just putting on an act so you won't have to squeeze oranges.

19. GEORGE: Quite.....this requires concentration.....back and forth.. back and forth.....(FADE) back and forth....back and forth.

20. SOUND: PAUSE

21. JOHN: Mrs. Freyman, - I've heard about aerating fruit juices before serving....and I've wondered too just what the story is on it?

22. FREYMAN: That's just one of the many questions about citrus juices we're going to answer on today's CONSUMER TIME program Johnny.

23: JOHN: I have another one too.....is it okay to keep fruit juices in an opened can? And I'm sure other people have other questions.

24. WOMAN: Is it all right to squeeze orange juice the night before?

25. MAN: How's the supply of canned fruit juices this winter, anyway?

26. WOMAN: Which is better fresh orange juice ....or the canned?

27. MAN: When are we going to get a chance to try some of that orange concentrate I've been hearing about.

28. WOMAN: How do they freeze orange juice.....and is it as good as for you as the fresh or canned?

29. JOHN: Thin you can handle all those questions, Mrs. Freyman?

30. FREYMAN: I think so, Johnny. And they're all good questions to answer right now. The U. S. Department of Agriculture told me there's plenty of processed citrus fruit juices now and there will be plenty of them right through this winter.

31. JOHN: Good.....how about fresh oranges.....and grapefruit....and lemons?

32. FREYMAN: Well, the fresh citrus season is just getting under way. So we'll be seeing more and more of the bright colored fresh citrus fruits in the stores.

33. JOHN: Okay....now let's get back to aerating canned fruit juices... Does it help the flavor of canned fruit juices any if you pour the stuff back and forth a couple of times first.... or doesn't it?

34. FREYMAN: Yes it really does. I think you'd understand why better if you knew just how the juice is canned. If we visited a large processing plant....we'd see (FADE) all the machines that do the work.

35. SOUND: APPROPRIATE NACKGROUND NOISES

36. SUPERINTENDENT: Now after the fruit is washed, it goes through this heating tank.....here.

37. JOHN: What does the heating tank do, Mr. Superintendent?

38. SUPT. It softens the peel and cuts down the amount of oil that wil go into the juice later, Johnny. And over here are juice extractors...

39. JOHN: Look at the size of those babies, Mrs. Freyman.

40. FREYMAN: Any similarity between these big machines, and the reamer in my kitchen....is purely a figment of the imagination.

41. SUPT: But these extractors work on the same principle as your hand reamer, Mrs. Freyman.

42. FREYMAN: Maybe.....but the similarity excapes me at the moment.

43. SUPT: Well see....these rollers have cups in them.....That's where the orange halves go.

44. JOHN: Sounds simple so far.

45. SUPT: And then when the machine is started...the second roller with these things sticking out of it...come together with the first roller with the orange...and you have orange juice.

46. FREYMAN: Oh, I see, Johnny. Those funny little knobs on the second roller are really like the bump on my reamer. They ram into the orange half.

47. JOHN: And the pressure squeezes the juice from the fruit.

48. SUPT: That's it exactly.

49. FREYMAN: And all this is done automatically?

50. SUPT: Right. Even the oranges are cut in half by a machine. The whole business only takes a few seconds.

51. JOHN: Pretty clever. Wonder if I could cut one of these down to size and install it in my kitchen.

52. FREYMAN: When does the juice go into the cans, Mr. Superintendent?

53. SUPT. Not for awhile yet, Mrs. Freyman.

54. JOHN: How come?

55. SUPER: Well first, the juice has to pass through a finisher....to remove the seeds and the extra pulp. And then it has to be deaerated.

56. FREYMAN: Now pay attention, Johnny.....this is what you were wondering about particularly.

57. JOHN: I'm all ears

58: SUPT: Well...deaeration is just a facny way of saying that the air is taken out of the juice. And that makes the juice keep better.

59: FREYMAN: We've been wondering if it is a good idea to put some of the air back into the juice before you serve it.

60: SUPT: Definitely. You can get enough air back into the juice if you pour the juice from one glass to another a couple of times before you drink it. It's easy ... just pour it back and forth.....back and forth.

61. JOHN: (Where have I heard that before?)

62. FREYMAN: Is the juice already for the cans, once the air has been taken out, Mr. Superintendent?

63. SUPT: One more step first, Mrs. Fryman.....that's flash pasteurization.

64. JOHN: I don't get the flash part....why is it different from the way milk is pasteurized?

65. FREYMAN: Maybe it's quicker.....so they call it flash.

66. SUPT: You've hit it, Mrs. Freyman. We bring the orange or grapefruit juice quickly to a temperature that's high so the juice will keep in the can. But we don't hold it there long enough to get that kind of cooked taste....like we used to get in canned fruit juices.

67. JOHN: Hmmm ... there's more to canned fruit juice than meets the eye.

68. FREYMAN: You're thinking of fresh grapefruit, Johnny.

69. CAST: LAUGHTER

70. SUPT: And now over here, are the pipes that carry the juice from the pasteurizer to the cans.

71. JOHN: Remember the old song?.....You push a button here...the juice goes round and round.....and the cans come out here.

72. FREYMAN: I don't think the song went exactly like that, Johnny. But it's a pretty good sescription of how quickly the juice is canned.

73. JOHN: (A LA CIRCUS BARKER) And entirely untouched by human hand.

74. FREYMAN: What are those things that look like fountains over there?

75. SUPT: That's where we cool the sealed cans of juice. The sprays of cold water make a quick job of it, and after the cans of citrus juice leave the sprays they're ready to start on their way to your grocer's shelves.

76. JOHN: Well thanks a lot for showing us around, Mr. Superirtendent.

77. FREYMAN: Mmmm hmmm...it was interesting.

78. SUPT: You're welcome....and remember....your canned orange juice or grapefruit juice will taste better if you aerate it. Just pour it back and forth (FADE) back and forth.

79. SOUND: PAUSE

80. JOHN: Well, Mrs. Freyman, now I know all about canned citrus juices ....especially the back and forth part.

81. FREYMAN: But how about some of those other questions, Johnny... remember.

82. WOMAN: Is it safe to keep orange or grapefruit juice in an opened can?

83. FREYMAN: The answer to that is.....it's perfectly safe to keep any canned foods in an open can. But like any perishable food, you have to keep them covered and cool.

84. JOHN: That should save an extra refrigerator dish. Guess who's the dishwasher in my family.

85. FREYMAN: That's right, johnny. You can leave the juice right in the can...just cover the top with one of those dish covers with an elastic top....or with wax paper.

86. JOHN: But what about this business of discoloration? I know that grapefruit juice will sort of discolor the can if you let it stand.

87. FREYMAN: Mmm hmm....it will...and the juice might develop a kind of metallic flavor...if it stays in the can more than a day.

88. JOHN: But you just said it's all right to leave it in the cans.

89. FREYMAN: Well it is, as far as, the food value is concerned. But you may like the taste better if you keep acid juices...like grapefruit juice....or tomato juice....in a jar or a bowl. And don't forget to keep them cool and covered too.

90. JOHN: And now, Mrs. Freyman. What about the people who squeeze their own orange juice. Is it okay to do it the night before?

91. FREYMAN: Of course it is, Johnny.

92. JOHN: But I thought there's a chance of its losing its vitamin c...if the juice sits around.

93. FREYMAN: It won't lose much if it sits around in a covered jar in your refrigerator.

94. JOHN: Oh....so that's the secret?

95: FREYMAN: Mmm hmm....and it's been proven scientifically. Nutritionists say....

96. WOMAN: If you want to cut down on the early morning rush, you can make your breakfast orange juice the night before...with a clear conscience. Orange juice can be kept in the refrigerator for at least 24 hours without much loss of vitamin C.

97. JOHN: Well, Mrs. Freyman. I'm going to keep my bananas out of the refrigerator...and my citrus juices in.

98. FREYMAN: And, Johnny, if you want to keep the fresh flavor in the juice as long as possible, remember to keep a cover on the jar. Incidentally, the nutritionists have solved the problem of which is better to use...a hand reamer or a machine reamer.

99. WOMAN: It doesn't matter whether you use a hand reamer or a machine reamer. There is no marked difference in the flavor, or the vitain content of the juice from either method.

100. JOHN: Well...that settles that.

101. FREYMAN: Johnny...we've been talking about citrus juices and Vitamin C ...but we haven't mentioned just how important this vitamin is in our diets.

102. JOHN: After you...Mrs. Freyman.

103. FREYMAN: All right. Ascorbic acid...vitamin C to you, Johnny...is important for keeping body tissues healthy...especially our bones, teeth, and gums.

104. JOHN: Then I'd say it was very important.

105. FREYMAN: Yes, Johnny. Many people get less vitamin C in their food than they need for the best of health. They may escape actual illness, but they would be sturdier and feel more fit if they ate enough of the foods that carry this vitamin ...which brings us to British babies.

106. JOHN: Mmm hmm...what did you say?

107. FREYMAN: It brings us to British babies.

108. JOHN: How do they fit into the picture?

109. FREYMAN: Well during the war...we lend-leased a lot of orange concentrate to Britain...so that the children could have their vitamin C.

110. JOHN: I gather the orange juice was concentrated to save shipping space.

111. FREYMAN: Exactly, Johnny. A carload of orange concentrate has the same food value as about 20 carloads of fresh oranges.

112. JOHN: Well, what exactly is this orange concentrate like anyway?

113. FREYMAN: Well it's just orange juice...with a good part of its water taken out...leaving an orange syrup.

114. JOHN: Do you add water before you serve it?

115. FREYMAN: That's right, Johnny...and from what they tell me, it's delicious.

116. JOHN: But you haven't tried it yourself yet.

117. FREYMAN: No...most of the orange concentrate is being used by institutions so far...like hospitals...and restaurants ....Oh and Arctic traders too.

118. JOHN: Arctic traders! You'd think they wouldn't have time to be fooling around adding water to concentrated orange juice.

119. FREYMAN: But they have to have their vitamin C. And you know, Johnny, there aren't any orange groves up where the Eskimos live... so the traders can't get fresh fruit.

120. JOHN: So I've heard...so I've heard.

121. FREYMAN: So the fur traders take along orange concentrate. It doesn't take much room ... and sometimes they find it comes in very handy for (FADE) other purposes besides drinking.

122. SOUND: WIND ...KEEP IT IN THE B.G.

123. FIRST TRADER: Wind's blowin' up, Sam. We'd better hurry up with this deal and be starting back.

124. SAM: We'll start just as soon as we settle with this Eskimo. Ah,... nice sealskins you have there, my Eskimo friend.

125. ESKIMO:(JOHN) Glub.

126. BUD: (SOTTO VOICE) He says "glub".

127. SAM: Yeah...but it was a friendly glub....

128. BUD: Well then...go on...talk to him some more.

129. SAM: I'd like to trade you something for those sealskins.

130. ESKIMO: Glub?

131. BUD: English translation..."what d'ya want to trade?"

132. SAM: Yeah...I guess he wants to know what it's worth to us...Well, I'll tell you my friend...see here's some jewelery...,, jewelery...beads.

133. BUD: Hmmm...not even a single glub out of him this time.

134. SAM: I'll try some of the canned food....that usually gets them. (RAISES HIS VOICE) How about some canned goods, pal? Glub... I mean grub. Now he's got me doing it.

135. BUD: Show him a couple cans of corned beef hash...hmmmmm... no response. What else you got in that bag?

136: SAM: Never mind...he's taking a look himself...well, whatya know...

137. BUD: He's smiling and pointing at that can of orange concentrate.

140. SAM: That's out last can of that stuff...Uh Uh...my friend...how about picking out something else.

141. ESKIMO: Glub...glub glub.

142. BUD: Look...old glubber is holding up five fingers...That means he'll give us five sealskins for the can of orange concentrate.

143. SAM: But it's our last can of concentrate....

144. BUD: Sam...Sam...look, he's got ten fingers up now...and he's pointing to the furs. We can't pass up a deal like that.

145. SAM: Okay...here's the orange concentrate. It's a deal.

146. ESKIMO: (TONE OF VOICE "THANK YOU, THANK YOU") Glub...glub.

147. BUD: Too bad he doesn't have a refrigerator, That orange stuff tastes much better when it's cold.

148. SOUND: UP AND OUT

149. JOHN & FREYMAN: LAUGHTER

150. JOHN: Well, Mrs. Freyman, the Eskimos must like that orange concentrate a lot...even if they don't have refrigerators.

151. FREYMAN: I'm not sure that they actually pay that much for it...but some Arctic fur traders do say that one of the first things the Eskimos ask in exchange for their furs is the orange concentrate.

152. JOHN: Well, I for one am very anxious to try some of this orange concentrate. When do you think I can buy some?

153. FREYMAN: Eventually, Johnny. But meanwhile you can get the frozen orange juice in some stores.

154. JOHN: Mmm hmm...I've seen some of that stuff around. That isn't frozen <u>concentrated</u> orange juice, is it?

155. FREYMAN: No...it's just plain orange juice...only frozen. Though I understand they are freezing some of the concentrate too.

156. JOHN: Well, Mrs. Freyman...I can hardly wait to try some of these new kinds of juices.

157. FREYMAN: Yes...they do sound exciting, Johnny. And the fruit juice people are talking about even more exciting citrus juice ideas for our post war world.

158. JOHN: Like what, for instance?

159. FREYMAN: Well...like frozen cubes of concentrated citrus juice. You'd only have to pour water over the cube in a glass and stir. And there you'd have a glass of juice.

160. JOHN: Now that would be handy...what I mean.

161. FREYMAN: And how would you like some orange or lemon sherbert flavored with the concentrated juice?

162. JOHN: Sounds mighty good.

163. FREYMAN: It would be mighty good for you...because it would have a lot of vitamin C in it.

164. JOHN: I could eat a big dish of it right now.

165. FREYMAN: I'm afraid you'll have to wait awhile, Johnny...until these things come on the market. But in the meantime...there is plenty of canned citrus fruit juices now for us all for all winter.

166. JOHN: And plenty of fresh citrus fruits soon.

167. FREYMAN: So we can be thinking of the exciting new products that are being perfected...while we're enjoying the canned and fresh citrus juices. And now, Johnny...what's on CONSUMER TIME next week?

168. JOHN: Next week, we're going to tell a modern fish story.

169. FREYMAN: You should be good at telling fish stories, Johnny.

170. JOHN: Well, this one won't be exaggerated. It's going to be all about the modern equipment our fishing fleets are using now to bring you the best fish ever.

171. FREYMAN: Sounds interesting.

172. JOHN: Sure is...have you heard about fishing by echo?

173. FREYMAN: Sounds scientific.

174. JOHN: It is....And we're going to tell about how handy frozen fish is...as well as being tasty.

175. FREYMAN: Sounds delicious.

176. JOHN: It is....So friends, be with us next Saturday when we bring the subject of fish up to date on

177. SOUND: CASH REGISTER

178. ANNCR: CONSUMER TIME !

179. SOUND: CASH REGISTER....CLOSE DRAWER

180. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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